

ORDER



Orders
Order / Rev: 707689
Alt Order #: 06286427
Product Desc: NATL ASSOC OF MANUF
Estimate:
Flight Dates: 08/20/12 - 09/07/12
Original Date / Rev: 08/17/12 / 08/20/12
Order Type: Political

WKYC

Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency Name: Target Enterprises/ POL
Buying Contact:
Billing Contact:
 15260 Ventura Blvd, Suite 1240
 Sherman Oaks, CA 91403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: National Association of Manufacturers
Demographic: A50+
Product Codes: IS-Issue/Non Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$42,750.00	\$36,337.50
08/27/12	09/04/12	49	\$62,125.00	\$52,806.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$42,750.00	\$36,337.50	0.00
September 2012	49	\$62,125.00	\$52,806.25	0.00
Totals	81	\$104,875.00	\$89,143.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	40%	\$104,875.00
Market	100%	\$262,187.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	10%	\$26,218.75
WEWS	25%	\$65,546.88
WJW	0%	\$0.00
WOIO	25%	\$65,546.88
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/20/12	09/07/12	M-F 7-9a Today	CM	7a-9a	MTWTF--	:30	5	\$850.00	P-5	0.00	NM	9	\$7,650.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--			4			\$850.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--			5			\$850.00		0.00			
Week:		09/03/12	09/09/12	M-----			0			\$850.00		0.00			
E 2	WKYC	08/20/12	08/31/12	M-F 9-10a Today II	CM	9a-10a	MTWTF--	:30	5	\$375.00	P-5	0.00	NM	9	\$3,375.00
Today Show II (9:00 AM-10:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--			4			\$375.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--			5			\$375.00		0.00			

Order / Rev: 707689
 Alt Order #: 06286427
 Flight Dates: 08/20/12 - 09/07/12

Advertiser: National Association of Manufacturers
 Product Desc: NATL ASSOC OF MANUF
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/20/12	09/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-5	0.00	NM	10	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--					5	\$1,800.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$1,800.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$1,800.00		0.00			
E 4	WKYC	08/20/12	08/31/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	5	\$1,200.00	P-5	0.00	NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--					4	\$1,200.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$1,200.00		0.00			
E 5	WKYC	08/20/12	08/31/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$2,800.00	P-5	0.00	NM	10	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--					5	\$2,800.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$2,800.00		0.00			
E 6	WKYC	08/20/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$600.00	P-5	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--					5	\$600.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$600.00		0.00			
E 7	WKYC	08/25/12	09/01/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	2	\$800.00	P-5	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					2	\$800.00		0.00			
		Week: 08/27/12	09/02/12	-----S-					2	\$800.00		0.00			
E 8	WKYC	08/26/12	09/02/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-5	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					2	\$2,500.00		0.00			
		Week: 08/27/12	09/02/12	-----S					2	\$2,500.00		0.00			
E 9	WKYC	08/26/12	09/02/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$450.00	P-5	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$450.00		0.00			
		Week: 08/27/12	09/02/12	-----S					1	\$450.00		0.00			
N 10	WKYC	09/03/12	09/04/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$850.00	P-5	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					4	\$850.00		0.00			
N 11	WKYC	09/03/12	09/04/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$375.00	P-5	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$375.00		0.00			
N 12	WKYC	09/03/12	09/04/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-5	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$1,800.00		0.00			
N 13	WKYC	09/03/12	09/04/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$1,200.00		0.00			
N 14	WKYC	09/03/12	09/04/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MT-----	:30	2	\$2,800.00	P-5	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$2,800.00		0.00			
N 15	WKYC	09/03/12	09/04/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----					2	\$600.00		0.00			

